

REMARKS

This Response is submitted in response to the Final Office Action dated September 7, 2006. No new matter has been added.

35 USC § 103 Rejections

The Office Action rejects Claims 1-4, 6-15, 17 and 19-26 as being unpatentable over Alexander et al. (US Patent No. 6,177,931) in view of Blahut et al. (US Patent No. 5,532,735). The Office Action rejects Claims 5, 16 and 18 as being unpatentable over Alexander, Blahut and Remillard (US Patent No. 5,561,708). Applicants respectfully disagree and traverse such rejections.

Applicants respectfully submit that at a minimum, there is no motivation to combine references Alexander and Blahut. Reference Alexander is directed solely towards electronic programming guides and advertisements. For example, see reference Alexander column 2 lines 64-65 stating, “[t]he present invention is an improvement on the electronic program guide (EPG) disclosed therein.” Reference Alexander makes no mention of video on demand (VOD) services or costs associated with the viewing of programs.

Reference Blahut is directed towards controlling the display of advertisements and reducing the costs associated with viewing certain programs. For example, see reference Blahut figure 1, where the reduction of costs depends on the user selecting a VOD channel. Therefore, there is no motivation to combine Blahut with an improvement on electronic program guides that contains no reference to video on demand channels or for controlling costs associated with viewing programs.

Additionally, Applicants respectfully submit that even if a motivation to combine references exists, the combination of references fails to teach, suggest or disclose the elements of independent Claims 1, 8-10, 19 and 20.

In regard to Claim 1, the Office Actions states, in part, “Blahut teaches a display device ‘... associated with a cost calculator, said cost calculator being configured to calculate a cost of a service provided and said cost calculator being further configured to reduce said cost if first information that supplements at least one television broadcast program displayed on said display device is displayed.’” Similar language appears in independent Claims 8-10, 19 and 20. Applicants respectfully disagree.

Blahut is directed to a system that requires the user to first select the amount of advertising to be displayed and the selected amount will be displayed to the user. For example, see reference Blahut in figure 1 item 230 stating, "ITV system prompts viewer for desired level of advertising activity." Also, see reference Blahut in column 6 lines 53-55 or Claim 1(a) stating, "prompting a user at the interactive service subscriber location to enter a desired level of advertising activity." Blahut requires the user to determine the amount of advertising activity they desire prior to a given program.

In contrast, the independent Claims 1, 8-10, 19 and 20 contain no such limitation. As further supported by the specification, for example, on page 17 and embodied by the claimed invention, "[t]he system may also be designed to reduce the subscription fee of the CS digital broadcast of the CS station 2 in response to the viewer's selection of a symbolic label of a supplemental program for the advertisement." Blahut is not directed towards allowing the user to see symbolic labels indicative of a given advertisement and allowing the user to select said advertisement. Moreover, Alexander cannot be relied on to remedy the deficiencies of Blahut. For at least the foregoing reasons, Applicants respectfully submit that Claims 1, 8-10, 19 and 20, and Claims 2-7, 11-18, and 21-26 that depend therefrom are in condition for allowance.

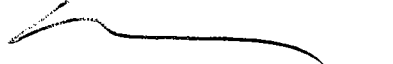
Additionally, Applicants respectfully submit that Claims 5 and 16 are distinguishable from the cited art based on reasons discussed above and at least in addition to the further reasons described below. In regard to Claims 5 and 16, the Office Action states that, "[t]he Remillard reference teaches the printing data adapted for printout so as to allow the user to obtain a hardcopy of the information presented on the television." Applicants respectfully disagree. Reference Remillard in column 3, lines 51-53 states, "[u]se of a printer connected to the controller provides the user with an ability to produce a hardcopy of the information displayed on the television." Remillard does not disclose adapting information specifically for printout, as embodied by the claimed invention and as further supported in the specification for example, see the specification figure 4 where the display 6 asks, "do you need printout of catalog?" A hardcopy of a screenshot is not the same as a catalog of information. Reference Remillard is solely directed towards providing a printout of the screen display, and not for printing additional data specifically adapted for printout. Therefore, even if properly combinable Alexander, Blahut and Remillard do not teach, suggest or disclose all of the elements of Claims 5 and 16.

The Commissioner is hereby authorized to charge deposit account 02-1818 for any fees which are due and owing.

Respectfully submitted,

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